

STAT

IMAGE MBO - L&PLD DISCUSSION WITH 7/31/85

FOLLOW UP

Every once in a while they will receive a thank-you note from OL. Very impressive and makes receiving office look upon OL favorably. On occasion commendations have been given by the DL. It attracts the attention of the Office Director and puts OL in a favorable light.

Customers would appreciate immediate feedback, i.e., your order has been received, it is at this point, this will happen next, and the following contact person will be able to help you.

BEING INFORMED

As L&PLD works for OL, it is important for them to be informed by MFRs regarding actions that have both a positive and a negative impact on their work. At this point there is nothing formal that is consistently delivered to them to keep their office abreast of changes in OL. This creates a communication problem and causes L&PLD to often be blind-sided. It would be nice to know that their staff is "being thought about". They would like to receive more FYIs.

IMAGE TO OTHERS

OL is seen as a spear carrier, peons, ignorant, dull and boring. A possible reason for this is the fact that OL is physically isolated, out of sight-out of mind. People see the office as not being important enough to be at headquarters. The idea of being support hurts, and the personnel are seen as "glorified file clerks right up to the SIS level". OL personnel are perceived as nice little peons but no power; good, nice people, but the image of peons outweighs the nice image. As Leo Durocher says, "nice guys finish last".